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Kevin RJB Donovan

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EXAMINER

ALVAREZ, RAQUEL

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.



**DETAILED ACTION**

***Election/Restrictions***

1. Restriction to one of the following inventions is required under 35 U.S.C. 121:
  - I. Claims 1-9, 10-18 and 22-30 drawn to storing at a recipient system advertisements for inclusion in an electronic document, classified in class, 705 subclass 14.
  - II. Claims 1-21, drawn to directing a recipient to a location on the network where a first and second advertiser web page location are stored, classified in class 705, subclass 14.
  - III. Claim 31-42, 43-54 and 55-58, drawn to associating a unique code with a document, classified in class 707, subclass 1.
  - IV. Claim 31-42, 43-54 and 55-58, drawn to using content-relevance information associated with the document identifier and ad information to determine a set of one or more ads , classified in class 705, subclass 14.

The inventions are distinct, each from the other because of the following reasons:

2. Inventions I and II are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention II has separate utility such as directing a user to a first and second advertiser web page and group I has a separate utility such as storing at a recipient system advertisements for inclusion in an electronic document. See MPEP § 806.05(d).

3. Inventions I and III are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention III has separate utility such as associating a unique code with a document and group I has a separate utility such as storing at a recipient system advertisements for inclusion in an electronic document. See MPEP § 806.05(d).

4. Inventions I and IV are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention IV has separate utility such as associating a document identifier with ad information to determine a set of one more ads and group I has a separate utility such as storing at a recipient system advertisements for inclusion in an electronic document. See MPEP § 806.05(d).

5. Inventions II and III are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention II has separate utility such as directing a user to a first and second advertiser web page and group III has a separate utility such as associating a unique code with a document. See MPEP § 806.05(d).

6. Inventions II and IV are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention II has separate utility such as directing a user to a first and second advertiser web page and group IV has a

separate utility such as associating a document identifier with ad information to determine a set of one more ads. See MPEP § 806.05(d).

7. Inventions III and IV are related as subcombinations disclosed as usable together in a single combination. The subcombinations are distinct from each other if they are shown to be separately usable. In the instant case, invention III has separate utility such as associating a unique code with a document and group IV has a separate utility such as associating a document identifier with ad information to determine a set of one more ads. See MPEP § 806.05(d).

8. These inventions are distinct for the reasons given above and have acquired a separate status in the art because of their recognized divergent subject matter, restriction for examination purposes as indicated is proper.

9. Since the examiner knows from past experience that an election will not be made by telephone, this restriction is proper under MPEP 812.01.

### **Point of contact**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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R.A.  
6/2/2008